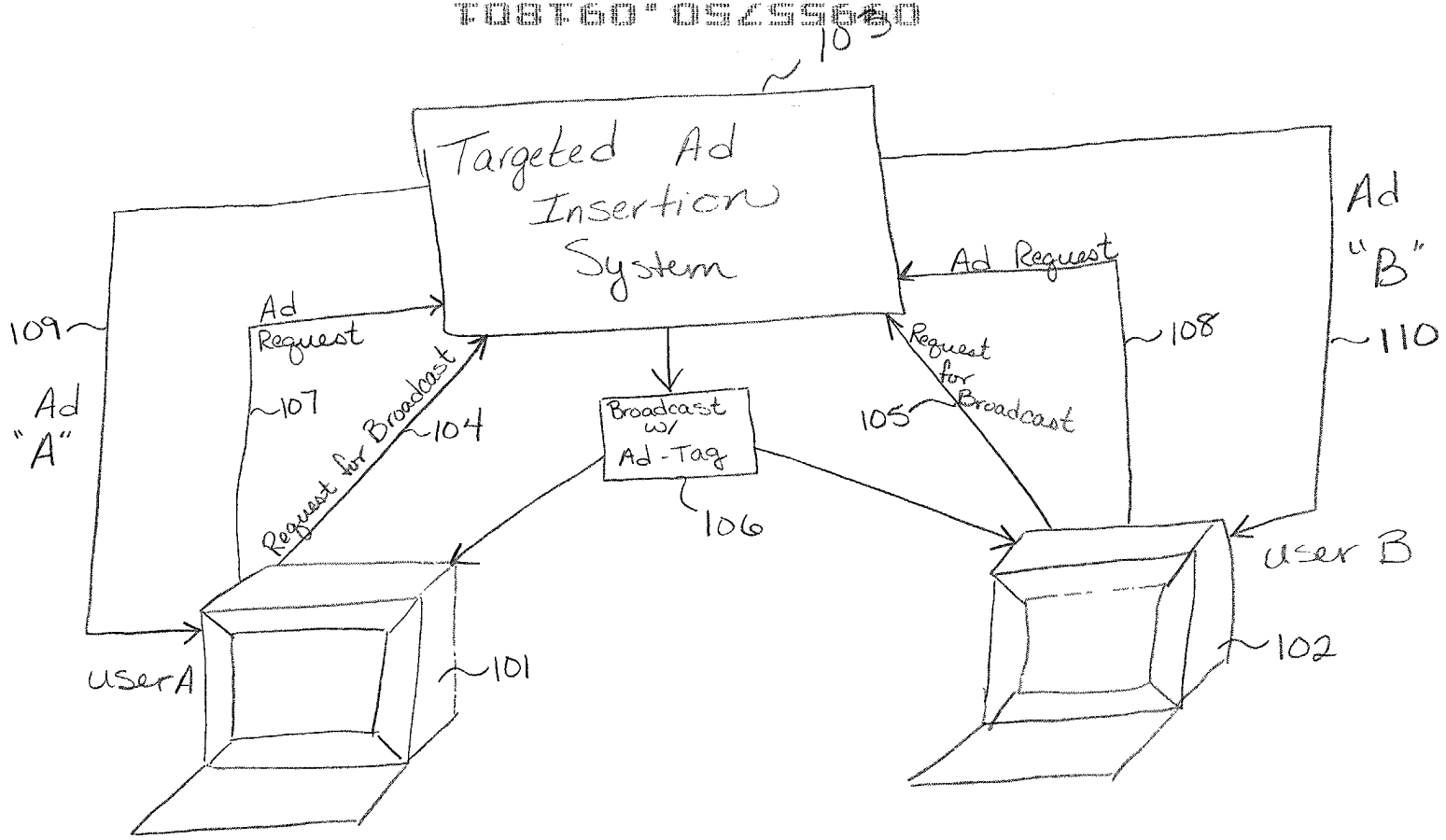
10
Targeted Ad Insertion System
Ad "A"
109
Ad Request
107
Request for Broadcast
104
Broadcast w/ Ad-Tag
106
Request for Broadcast
105
Ad Request
108
Ad "B"
110
User A
101
User B
102

Figure 1

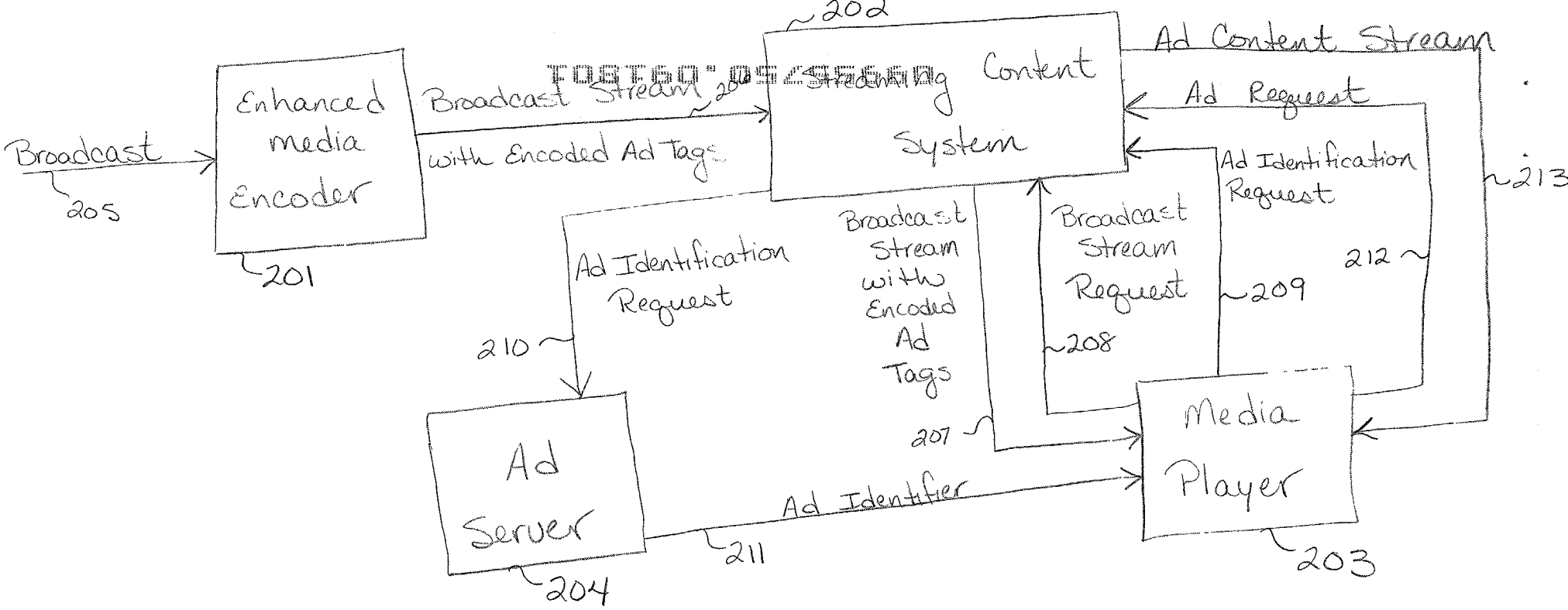
Broadcast
205
Enhanced media Encoder
201
Broadcast Stream
with Encoded Ad Tags
202
Streaming Content System
Ad Content Stream
213
Ad Request
Ad Identification Request
212
Broadcast Stream Request
209
208
Ad Identification Request
210
Broadcast Stream with Encoded Ad Tags
207
Ad Server
204
Ad Identifier
211
Media Player
203

Figure 2

TOSTEDO52553660

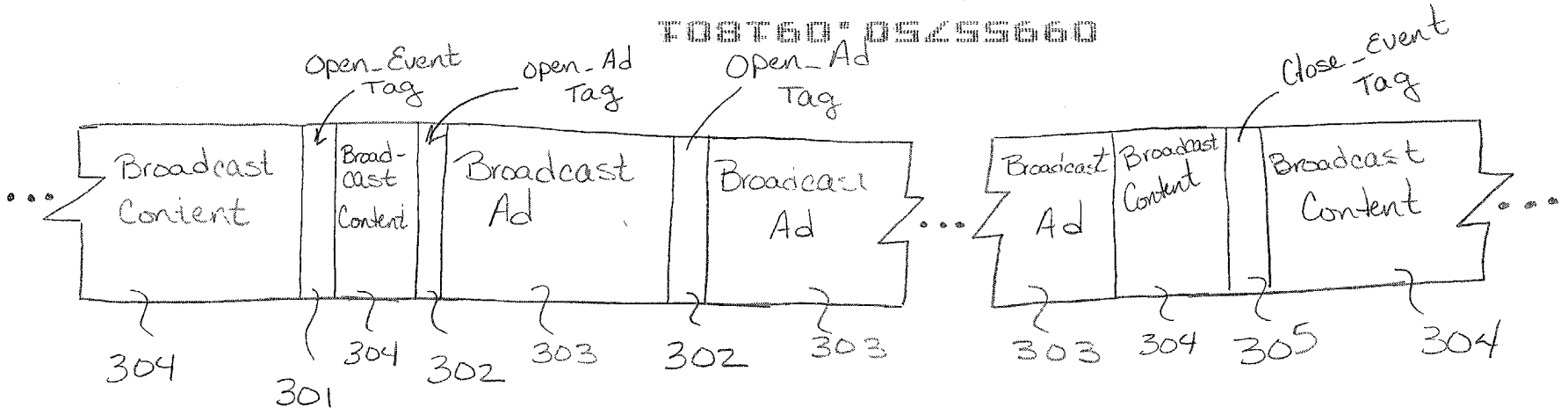

Figure 3

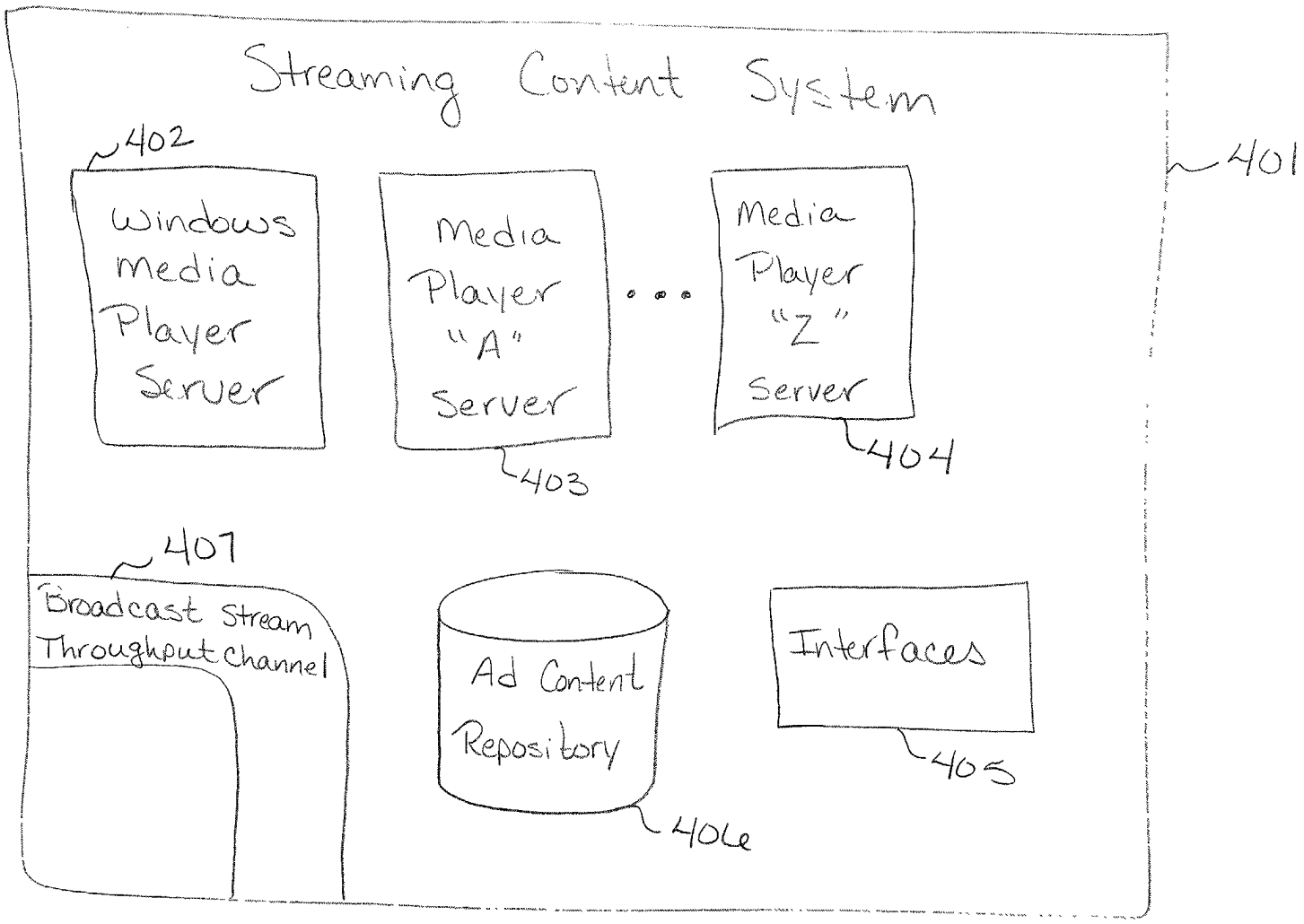
Streaming Content System
401
402
Windows Media Player Server
Media Player "A" Server
403
...
Media Player "Z" Server
404
407
Broadcast Stream Throughput Channel
Ad Content Repository
406
Interfaces
405

Figure 4

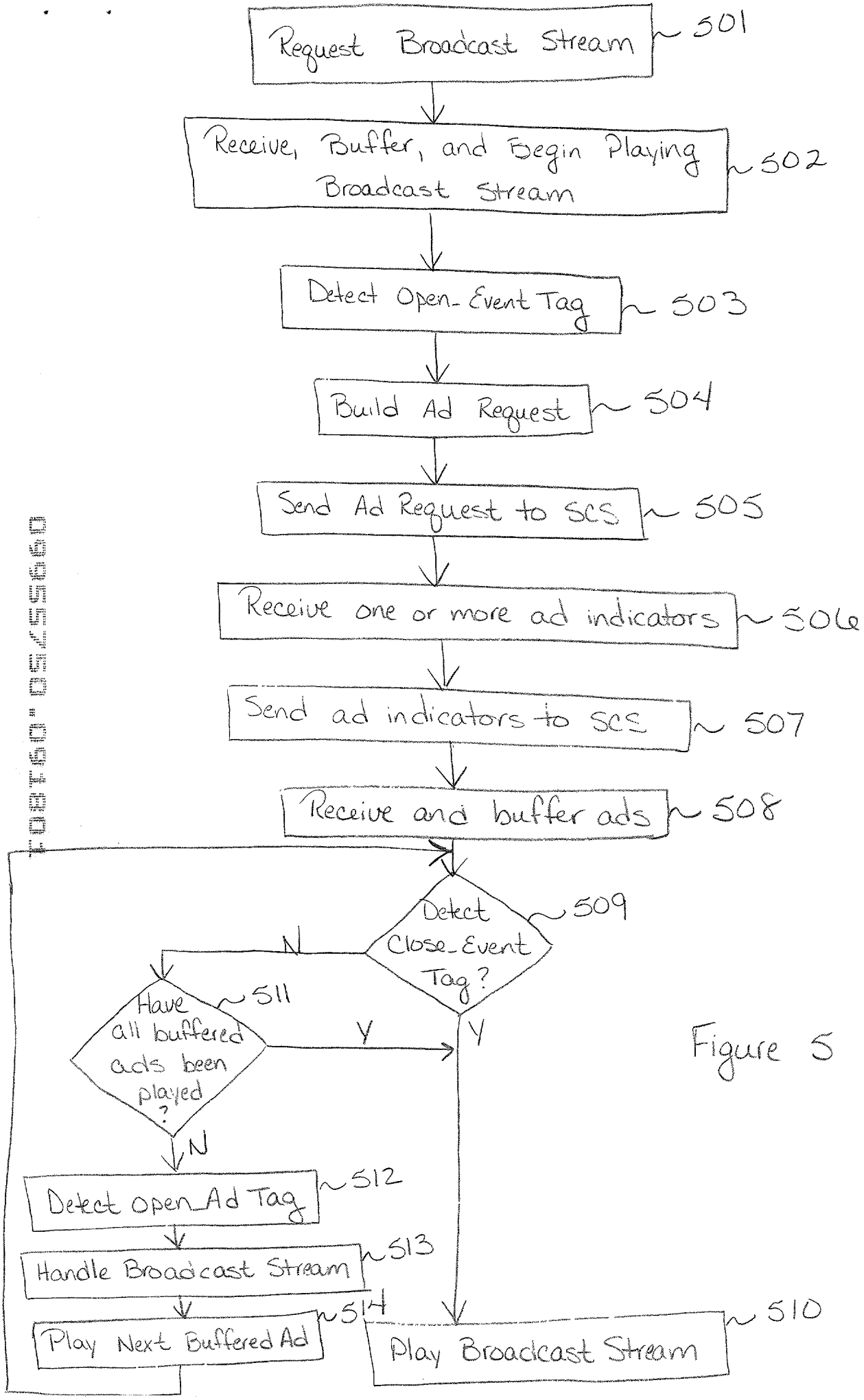
Request Broadcast Stream
501
Receive, Buffer, and Begin Playing Broadcast Stream
502
Detect Open_Event Tag
503
Build Ad Request
504
Send Ad Request to SCS
505
Receive one or more ad indicators
506
Send ad indicators to SCS
507
Receive and buffer ads
508
Detect Close_Event Tag?
509
N
Y
Have all buffered ads been played?
511
Y
N
Detect open_Ad Tag
512
Handle Broadcast Stream
513
Play Next Buffered Ad
514
Play Broadcast Stream
510

Figure 5

```
<ASX version = "3.0">
        <title>Dynamic Ad Insertion Demo</title>
        <ENTRY>
                <REF HREF = "mms://wmr01sea.activate.net/rcs" />
        </ENTRY>
</ASX>
```

Figure 6A

Patent Application Serial No. 09/755,960

```
<ASX version = "3.0">
        <title>Dynamic Ad Insertion Demo</title>
        <ENTRY>
                <REF HREF = "mms://wmr01sea.activate.net/rcs" />
        </ENTRY>

<!-- NOTE: This ASX file only inserts 30 second ads.
It would be possible to insert ads of other lengths as well.
For example, the name of another 90 second Event tag may be "60,30"
-->

<!-- 60 Second Events -->
        <EVENT NAME="30,30" WHENDONE="RESUME">
                <ENTRY CLIENTSKIP="NO">
                <REF
HREF=http://64.85.69.243.98/tserver/site=siteone/area=rcs/size=30_SEC_AUDIO_16K />
                </ENTRY>
                <ENTRY CLIENTSKIP="NO">
                <REF
HREF=http://64.85.69.243.98/tserver/site=siteone/area=rcs/size=30_SEC_AUDIO_16K />
                </ENTRY>
        </EVENT>

<!-- 90 Second Events -->
        <EVENT NAME="30,30,30" WHENDONE="RESUME">
                <ENTRY CLIENTSKIP="NO">
                <REF
HREF=http://64.85.69.243.98/tserver/site=siteone/area=rcs/size=30_SEC_AUDIO_16K />
                </ENTRY>
                <ENTRY CLIENTSKIP="NO">
                <REF
HREF=http://64.85.69.243.98/tserver/site=siteone/area=rcs/size=30_SEC_AUDIO_16K />
                </ENTRY>
                <ENTRY CLIENTSKIP="NO">
                <REF
HREF=http://64.85.69.243.98/tserver/site=siteone/area=rcs/size=30_SEC_AUDIO_16K />
                </ENTRY>
        </EVENT>

</ASX>
```

Figure 6B

PCT/US2005/038015

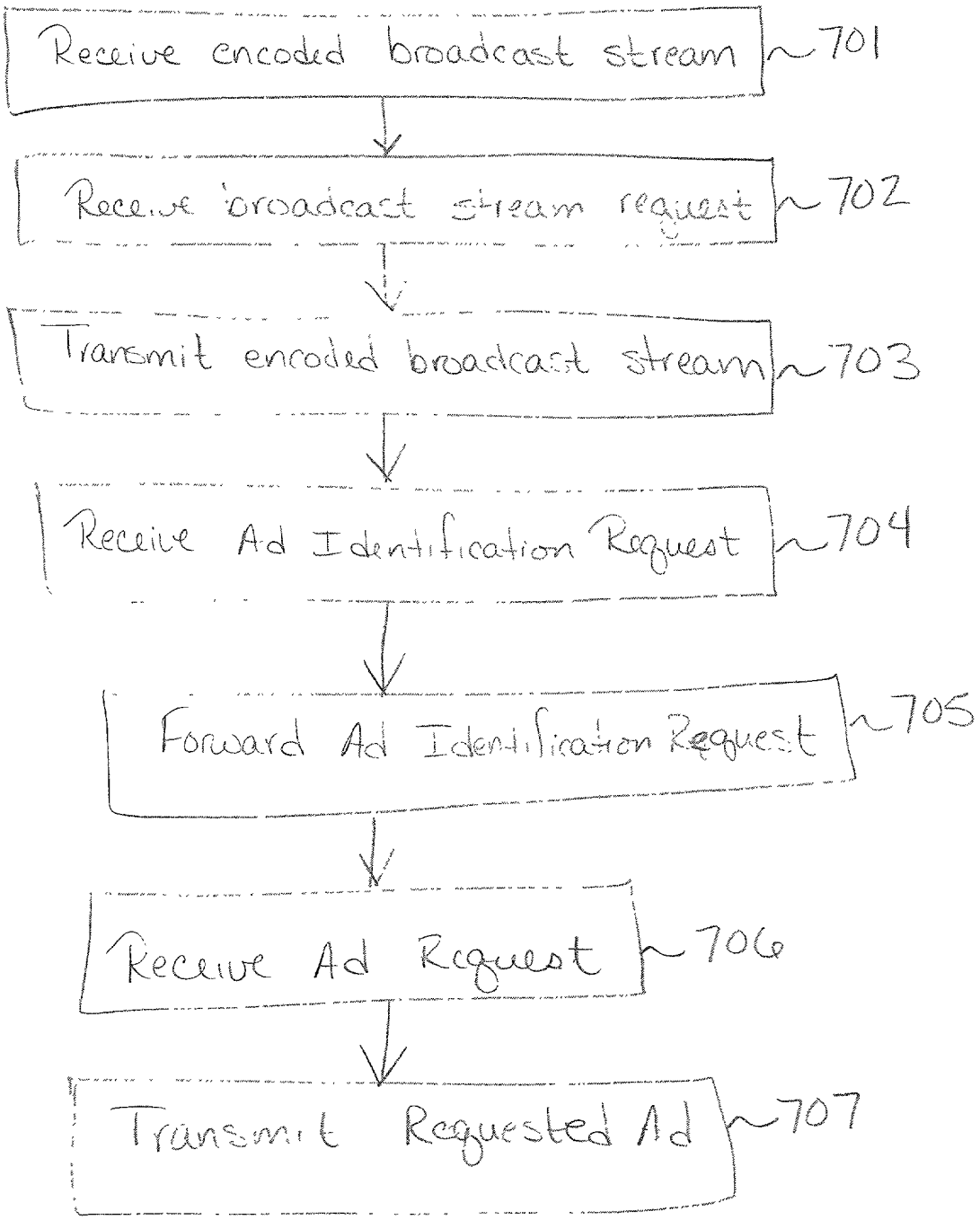

Figure 7

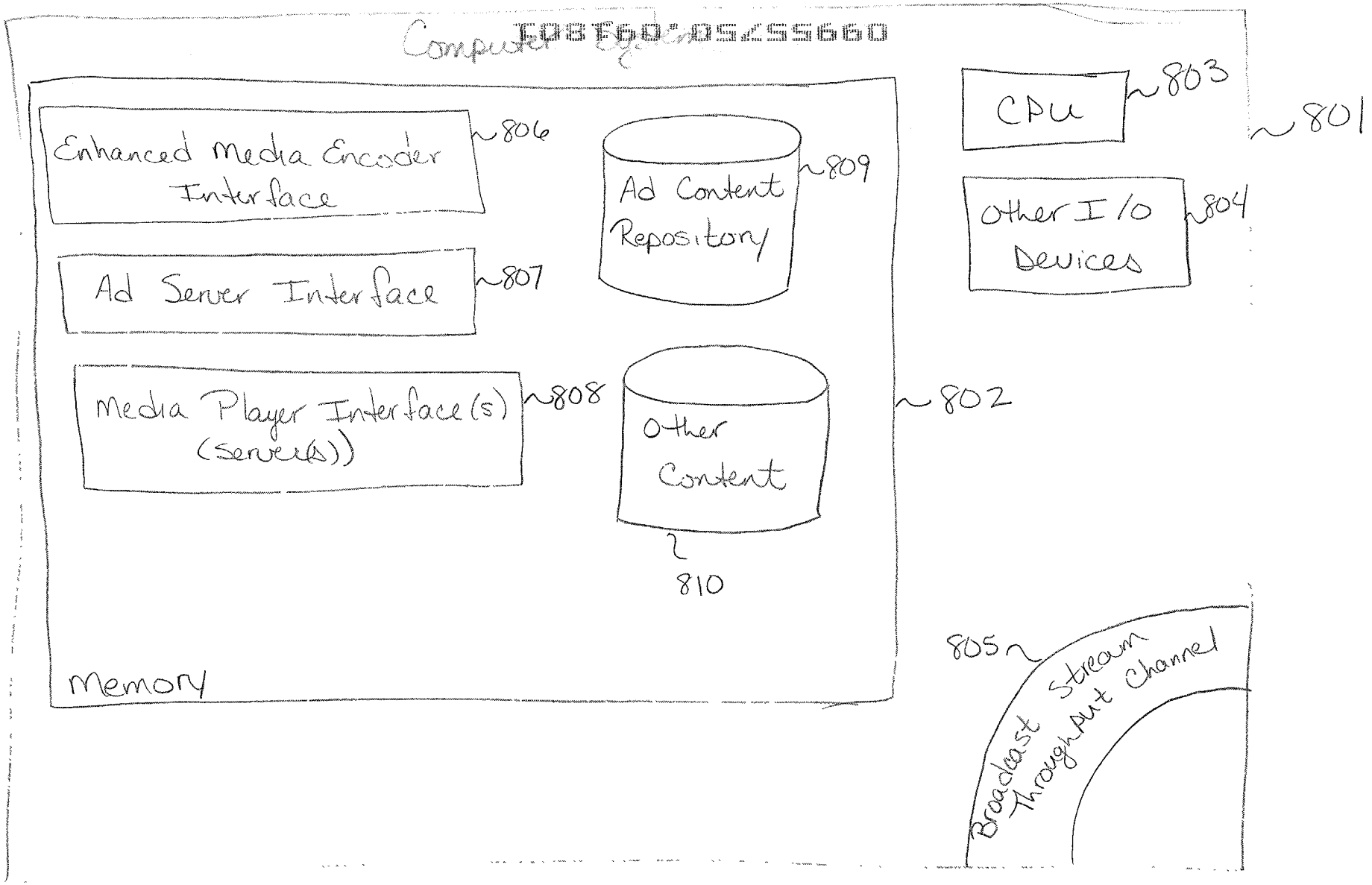
Computer System 801
CPU
803
Other I/O Devices
804
Enhanced Media Encoder Interface
806
Ad Server Interface
807
Media Player Interface(s) (Server(s))
808
Ad Content Repository
809
Other Content
810
Memory
802
805
Broadcast Stream Throughput Channel

Figure 8

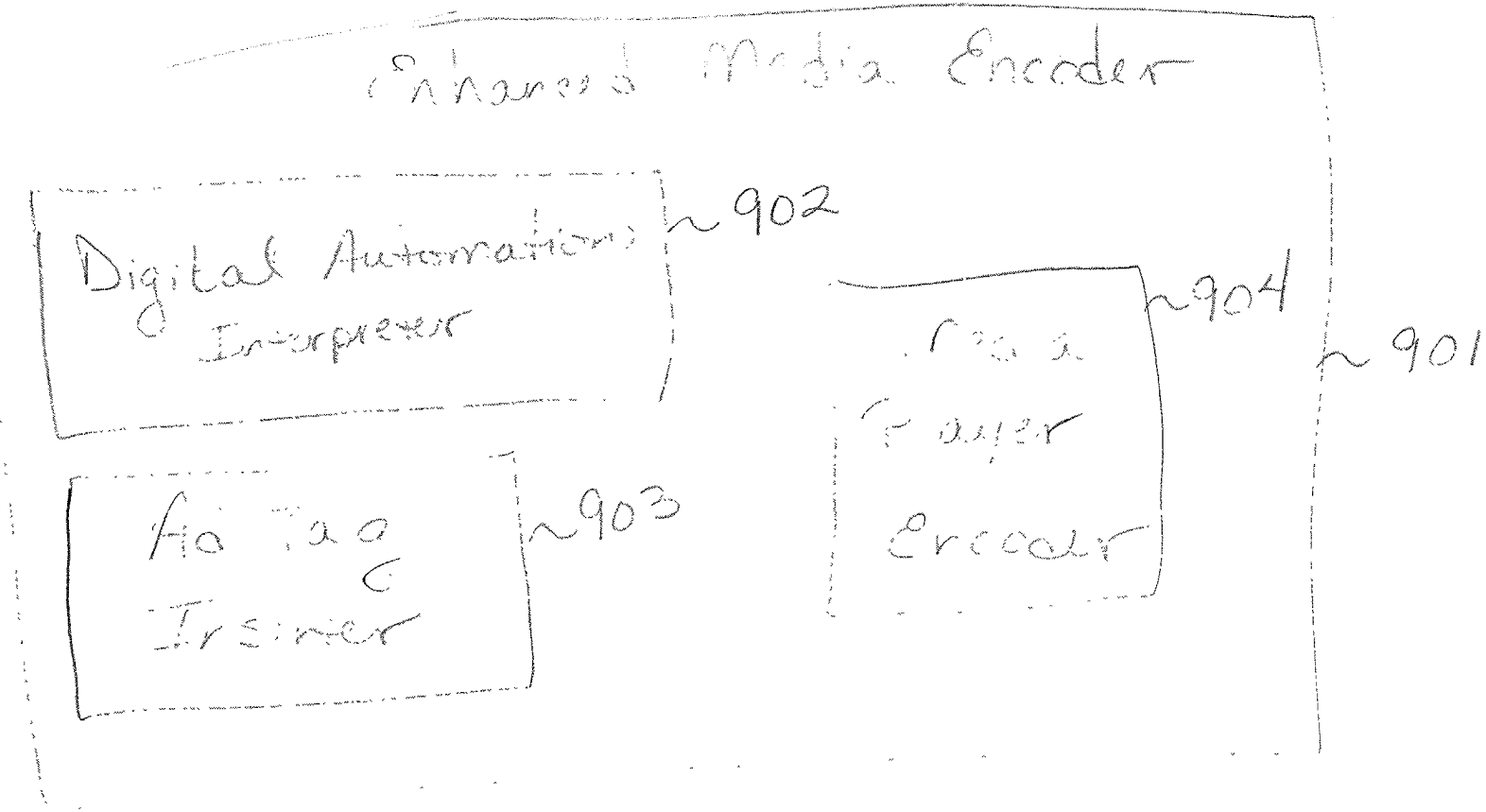
Enhanced Media Encoder
Digital Automation Interpreter
902
904
901
903

Figure 9

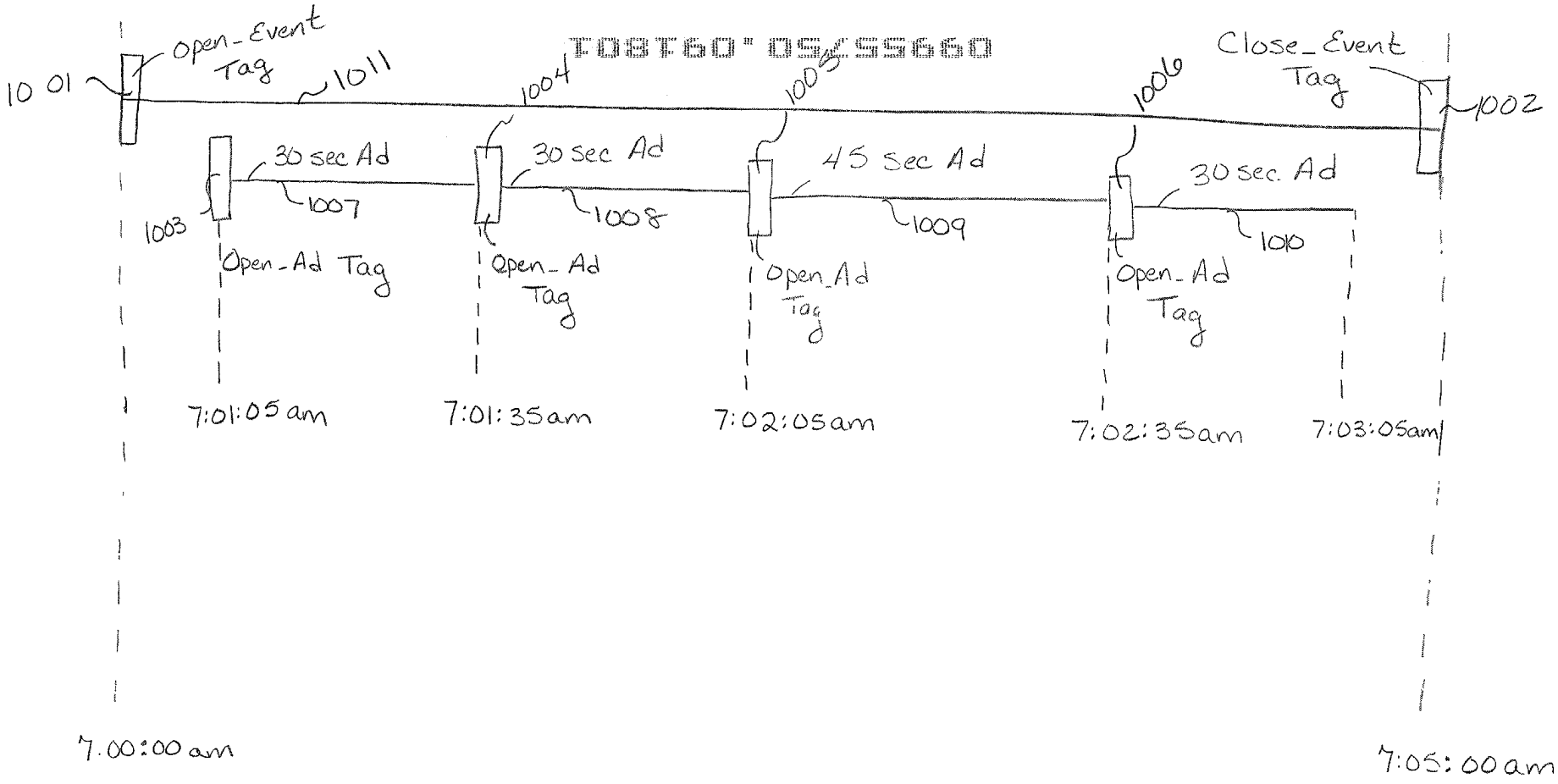
10 01
Open_Event Tag
1011
1004
1005
1006
Close_Event Tag
1002
30 sec Ad
30 sec Ad
45 Sec Ad
30 sec. Ad
1003
1007
1008
1009
100
Open_Ad Tag
Open_Ad Tag
Open_Ad Tag
Open_Ad Tag
7:01:05 am
7:01:35am
7:02:05am
7:02:35am
7:03:05am
7:00:00 am
7:05:00 am

Figure 10